

Durham Civic Center Authority Meeting Minutes

Tuesday, November 21, 2006

8:00am

The meeting was called to order at 8:00am with the following members present/absent:

Present: Rod Abraham, George Stanziale, Patrick Byker, Ed Stewart and Rob VanDewoestine.

Absent: Josh Parker, (excused) Angela Elkins

Owner's representation: Sharon DeShazo, Elizabeth Stoeber, Heidi York and General Service's Sheila Huggins, Contract Administrator,

Management Company present: Ken Lile, Yvonne Patton, and Dave Messinger

Motion of approval for October 17, 2006 minutes moved by Mr. Abraham, seconded by Mr. Stewart voted and agreed upon by all.

Executive Summary

- A Business Plan presented by Ms. Patton lead the discussion to include three points of interest: CIP, Marketing Plan and Small fixed asset budget. The Executive Summary gives us an overall picture of our marketing position, who our customers are, reasons for what will shape revenue trends, rate structure, discussion of personnel and anticipated impacts.
- The Manager's Report revealed Mr. Liles Durham County Board appointment as representative of Full Service Hotels to the Durham Convention and Visitors Bureau Tourism Development Board; day-to-day activities involving ingress/egress issues with Sphinx Transportation (which will remain a discussion outside of regular board meetings). Regular management company meeting with Civic Center liaison discussion: Review of gift shop lease agreement and walk-through with Mr. Lile and Shaner executive; Future comprehensive CIP listing considered for review; Funding source for City Plaza handrails and defective ceramic tile; Authority board line item to be removed in favor of splitting representative numbers between food cost and labor expenses.
- A successful partnership with the Hospitality and Tourism Administration Program at North Carolina Central University has concluded with no commitment to continue at this time.
- Mr. Messinger presented a 90-day forecast to include an October completion. A variance in revenues for October showed \$28,003 under projection, not a distinct change over prior year. An over forecast potential for North Carolina Central University homecoming presented missed opportunities, which went to competitors.
- CIP project update included a meeting on Monday, November 20 with Skanska to finalize a contract for a CMAR (Construction Manager at Risk) on the downtown renovation project, which includes the Civic Center. Skanska will require design development documents to develop a feasible phasing plan for construction, after which a coordination meeting with Shaner will be required to finalize the dates.
- A parking update was distributed to the board for their perusal. Any questions and/or issues should be directed to Civic Center liaison for further investigation.

- Mr. Stewart commended Mr. Lile on his successful efforts in hosting North Carolina Central University homecoming activities.
- Mr. Stanziale presented efforts to begin an Authority Board Marketing Task Force. The idea is to compose a deliverable plan for looking ahead to include: objectives; structure; tasks; and deliverables. The next steps in the process are to define the task force and what it wants to accomplish. The goal is to get elected officials buy-in in the process and be proactive in thinking about what the Civic Center can be. The board will digest the idea, report back and postpone a vote for the next scheduled Authority meeting. The board is tasked with getting comments to Ms. DeShazo to be combined and distributed.
- Mr. Stewart expressed concerns on status of the recommended Civic Center name change and defining where we are in the process. The board needs approval from the City and County. There is need for a timeline and placement of responsibility. Ms. Patton will contact designer on what timeline is reasonable for completion of a logo. The board will make a recommendation and present a complete package to the owners. A new logo is a component of marketing/strategic plan, which ties in with the marketing task force presented by Mr. Stanziale.
- New business included discussion of a letter of resignation from Josh Parker a County designee. At the time of this meeting, Mr. Parker has not responded to a resignation request. Ms. York will post a new opening. The board is tasked with reporting names of a possible replacement.

Agenda for next meeting

- CIP - timeline
- Detail listing of bulleted items discussing last year in review – key items
- Marketing task force review and strategy
- The boards responsibilities as referenced in the contract
- Parking